



Trade World UTAH

February 2004

Calendar of Events

Published by:

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In Cooperation With:

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February 25 & March 2
2:00 p.m.- 4:00 p.m.

Basics of Exporting Workshop Series

- International Trade Finance Workshop- (February 25)
(Topics include: terms of sale & receiving payment; financing your export sales)
- Legal Aspects of international Trade Workshop- (March 2)

Parts three and four of a four part workshop series conducted by the Salt Lake City Export Assistance Center, in cooperation with the Salt Lake Chamber of Commerce and the State of Utah District Export Council.

Location:

The Salt Lake Chamber of Commerce, Eccles Room
175 East 400 South, Suite 600, Salt Lake City

Cost:

Free

Registration:

To register for this event, please complete & submit the *Workshop Registration Form* online: <http://www.buyusa.gov/rockymountain/newsandevents.html>, or call David Fiscus at the U.S. Department of Commerce on 801/524-5116 or e-mail David.Fiscus@mail.doc.gov.

March 25
9:00 a.m.- 5:00 p.m.

Essentials of Export Controls Workshop

This workshop is an intensive, one-day program, covering the key information you need to know to comply with the Export Administration Regulations (EAR), including developing an understanding of: the Commerce Control List, product classification, the boycotted/embargoed countries list, and the denied parties/entities list. Professionals from the Bureau of Industry and Security (BIS) will cover the major elements of the U.S. export control system for commercial exports. This fast-paced program is ideal for those with busy schedules, and is a MUST for all exporters, including marketing and traffic managers, freight forwarders, export management companies, international attorneys, and those individuals dealing with the sale of high technology.

Location:

Thanksgiving Point, Rose Room
3003 North Thanksgiving Way, Lehi, Utah 84043

Cost:

\$150 per person

Registration/ Info.:

Please contact the Salt Lake Export Assistance Center at 801/524-5116 or online at www.buyusa.gov/rockymountain/utah.html. See page three for additional information.

April 13-14
8:30 a.m.- 4:30 pm

Going Global- Nxlevel™ Guide To International Trade

Accel Financial is offering a two-day workshop that is a must for persons who want to start or grow their business through exporting or importing. The workshop materials are designed to assist the international entrepreneur in developing a comprehensive marketing plan.

Location:

University of Phoenix - Salt Lake City Main Campus
5373 South Green Street @ IH 15

Cost:

Price is \$295.00 per person. (Discounts for multiple participants)
Price includes a 550 printed page resource guide & lunch both days.

Registration/ Info.:

Register online @ accelfinancialinc.com or contact Randy Roberts at 801-641-1454 for additional information. Space is limited.



Trade Resources



Legal Resources Available for the New Exporter

Do you have questions regarding certain legal issues such as agent/distributor agreements, protection of intellectual property rights, and licensing arrangements? The Federal Bar Association with assistance from The Department of Commerce and USBA International Trade Program, is offering initial legal consultations free of charge to new exporters. In your first meeting with a volunteer from The Export Legal Assistance Network (ELAN), you will address key legal exporting issues facing your company. The ELAN volunteer will explain basic contractual requirements, taxes and regulations, and give you introductory information on other necessary resources, such as banks, freight forwarders, insurance companies, and state and federal programs made available to exporters. More information as well as contacting an ELAN member is available at their homepage: <http://fita.org/elan/>

U.S.-Singapore FTA Effective January 1, 2004

Edited by Kirsten Shaw, Intern, Westminster College

The free trade agreement between the U.S. and Singapore took effect New Year's Day 2004. This is the first such pact between the U.S. and an Asian country. The agreement is seen as a steppingstone to a potential 500 million consumers in Southeast Asia and is a vital hub for trade throughout the region. All U.S. exports to Singapore enjoy a 0% tariff rate, and for Singapore exports, 80% of existing U.S. tariffs have been eliminated with the remaining 20% being phased out over a period of 12 years. Singapore is the 11th largest export market and 12th largest trading partner with the United States, with over \$16 million in U.S. exports to Singapore in 2002. A British based commercial code, strong legal system, and the predominance of the English language, make Singapore the optimal place to expand into the Asian region. The best prospects for U.S. exports to Singapore include electronic components and equipment, aircraft and parts, pollution control equipment, education services, construction and building equipment, scientific equipment and medical devices, information technologies (telecommunications equipment and computers) and franchising. The FTA also includes extensive enhancements to the protection of Intellectual Property Rights (IPR). There is improved protection for trademarks, including government involvement in resolving disputes between trademark and Internet domain names. The agreement provides for patent protection for biotech plants and animals, extended terms for copyright protection, strong anticircumvention provisions to prohibit tampering with technologies that are designed to prevent piracy, criminal penalties for companies that use unlicensed software, protection for encrypted program-carrying satellite signals, and limited liability for internet service providers.

For additional information visit U.S. Commercial Service online at

(www.export.gov/comm_svc/press_room/marketofthefmonth/Singapore/singapore.html) or contact U.S. Commercial Service in Singapore at American Embassy, 27 Napier Road, Singapore, 258508. Phone: 65-6476-9037 Fax: 65-6476-9080

Take Advantage of the U.S.-Jordan Free Trade Agreement

Edited by Kirsten Shaw, Intern, Westminster College

The United States and Jordan have been engaged in a free trade agreement (FTA) since October of 2000. This agreement provides for a systematic lowering of tariffs and will eliminate nearly all tariffs on trade between the two countries by 2010. Jordan is a growing market where the U.S. enjoys a trade surplus and has the potential to be a hub of international trade in the Middle East. Goods that meet U.S.-Jordan FTA standards will qualify for preferential duty rates, which give U.S. companies a competitive advantage of increased value to potential customers. To qualify for preferential tariffs for export to Jordan, goods from the U.S. must meet three requirements: 1) The good must be produced entirely in the United States. The good may still qualify if foreign materials are included provided that the foreign materials are "substantially transformed" by manufacturing or processing into a U.S. good. 2) The good must contain at least 35% U.S. content. (Jordanian content up to 15% of the customs value can count toward the 35% U.S. domestic content requirement.) 3) Goods must be shipped to Jordan directly from the U.S. Goods that are prohibited from import include plastic waste, the narcotic plant "qat", and diesel-fueled passenger vehicles.

For more information on the U.S.-Jordan FTA view the U.S. Commercial Service's U.S. Exporter's Guide to the U.S.-Jordan Free Trade Agreement (on-line at www.buyusa.gov/jordan), or contact the U.S. Commercial Service in Jordan for hard copies by e-mailing ammanoffice.box@mail.doc.gov



Trade Resources



Free Market Research Available at: www.export.gov

Aristotle once said, "All men by nature desire knowledge". Nothing could be more important to a potential exporter than to understand the market, country, and customers with whom they are dealing. Many times this knowledge or information is considered extremely difficult to obtain as well as financially burdensome. Before giving in and enlisting the help of a potentially expensive outside resource, use the wonderful resources you already have right at your fingertips. The US Commercial Service has recurrently new and updated market research information that is inclusive of most information you seek when determining your export potential in a foreign market.

All you need to do is go to www.export.gov and click under "Market Research". This site specifically details how to research the areas you are interested in as well as directs you to other useful information. By selecting "Country and Industry Market Reports" you will have access to the U.S. Commercial Service Market Research Library containing more than 100,000 industry and country-specific market reports, web sites, events, and trade directory listings. Some of the international market reports made available through this service are:

Country Commercial Guides (CCGs): Large, comprehensive market outlook reports covering best sectors, economic & political outlook, in-country trade practices, regulatory issues, and how to market in that country.

Industry Sector Analyses (ISAs): In-depth, sector-specific reports with detailed info on market size, entry strategies, marketing channels, competitors, and key contacts.

International Market Insight (IMIs): Topic specific information that includes statistical reports and other resourceful insights detailing current business trends and historical information useful in understanding specific market areas around the world.

Trade Directory (TRADEDIR): Learn more about who else is involved in your industry and find valuable contact resources made available through these directories.

Events (EVENTS): Mark your calendar and get informed about key events occurring around the world in your specific industry.

Utah Trade Show at TELEXPO in São Paulo, Brazil

March 1-5, 2004 São Paulo, Brazil

The State of Utah International Business Development Office, in conjunction with Utah's trade representative and the United States Commercial Service in São Paulo, Brazil, invites you to join the Utah business delegation to the TELEXPO telecommunications trade show in São Paulo, Brazil, March 1 - 5, 2004. We encourage not only telecommunication and IT companies to take advantage of this opportunity, but Utah companies from all industries and sectors wishing to do business in Brazil.

TELEXPO is Brazil's largest and most important telecommunications and IT event. The attendees and conference delegates are decision makers from the telecommunication industry, IT and enterprise markets, representing the largest technology buying companies from Brazil and throughout Latin America. This opportunity will allow Utah businesses to establish strategic alliances, find buyers for their products and services, and acquire the knowledge required to successfully do business in Brazil and Latin America. Utah's trade representative in Brazil, Clovis Lemes, will schedule one-on-one business appointments for all participating Utah businesses. Utah businesses will be promoted on the United States Commercial Service's NUSA website to attract Brazilian business partners. Mr. Lemes and the United States Commercial Service will present a Country Briefing and market overview at the opening breakfast. In addition, businesses may choose to purchase participation in the Utah booth at TELEXPO in the United States Pavilion. The Utah delegation will also travel to the nearby city of Campinas for a luncheon meeting with the mayor and networking with businesses in Brazil's most dynamic business center.

For more information and to register for this international trade show in São Paulo, Brazil, contact Henrique De Agostini, Director, The Americas, at: 801.538.8665 or hdeagostini@utah.gov. The deadline for participation is February 16, 2004. Participants may make their own travel arrangements or book airfare and hotel accommodations through the state's travel agent, Christopherson travel.

**The Latest Commercial and Industry Reports
Covering the Mexican Market**

Doing business in Mexico?

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- Security Industry News
- The Mexico Education & Training Report
- Standard Reports
- Travel & Tourism Industry News
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At the request of U.S. industry, various U.S. Commercial Service industry sector teams have created "e-Market Express," a vehicle by which U.S. companies can access sector-specific market research, trade leads, & events news. Through e-Market Express, companies are notified, at least monthly, of NEW market research, trade leads and events that the Commercial Service of the U.S. Department of Commerce receives from its offices in the U.S. Embassies and Consulates overseas. U.S. firms can electronically submit requests for the market reports that overseas staff have created. Upon receipt of requests, industry teams send out the research or information requested. Sectors covered include: Aerospace & Defense; Automotive; Environmental; Cosmetics & Toiletries; Safety & Security; Travel & Tourism; Biotechnology; Dental Equipment & Supplies; Health Care Services; Medical Devices & Instruments; and Nutritional Supplements & Pharmaceuticals. Sign up today at

<http://www.buyusa.gov/eme/>

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